COMMERCE SYSTEM

1st Named Inventor: Leonard Robert Speiser Express Mail No.: EV 330680676 US

Docket No.: 3801P093

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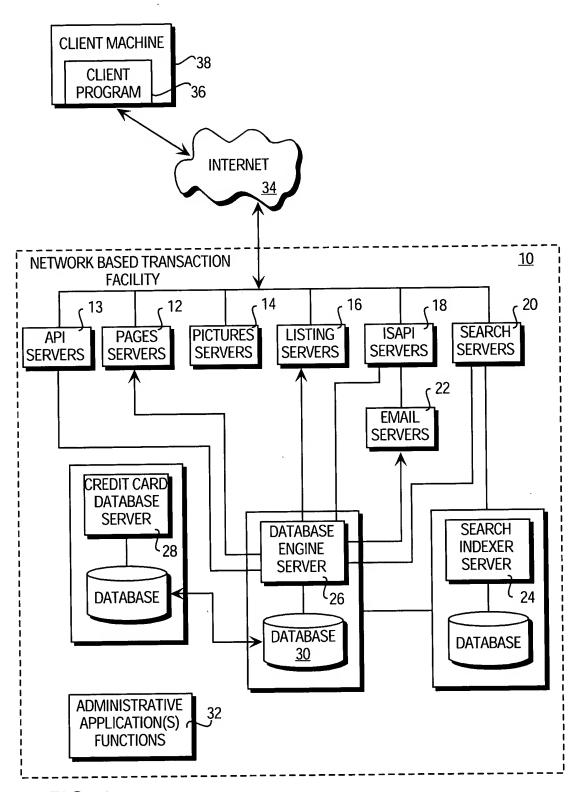
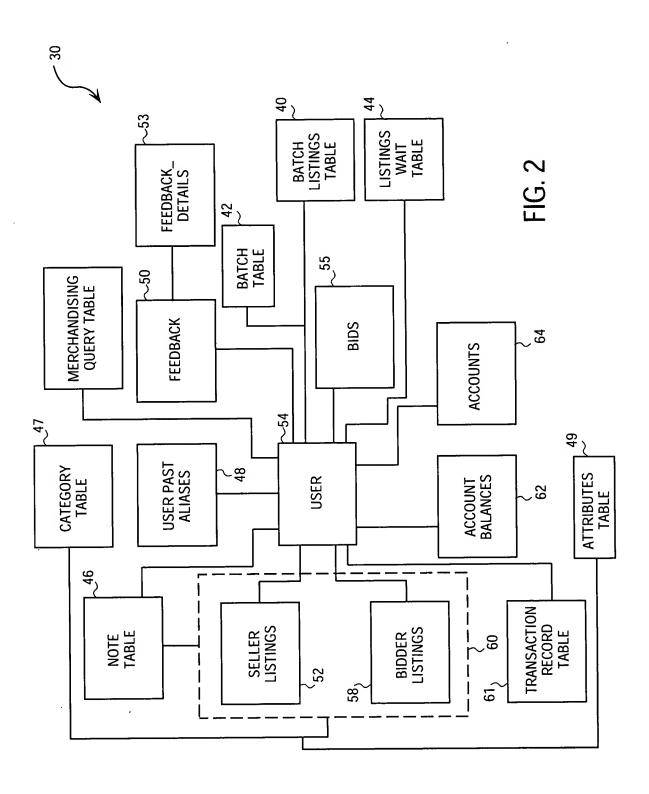


FIG. 1

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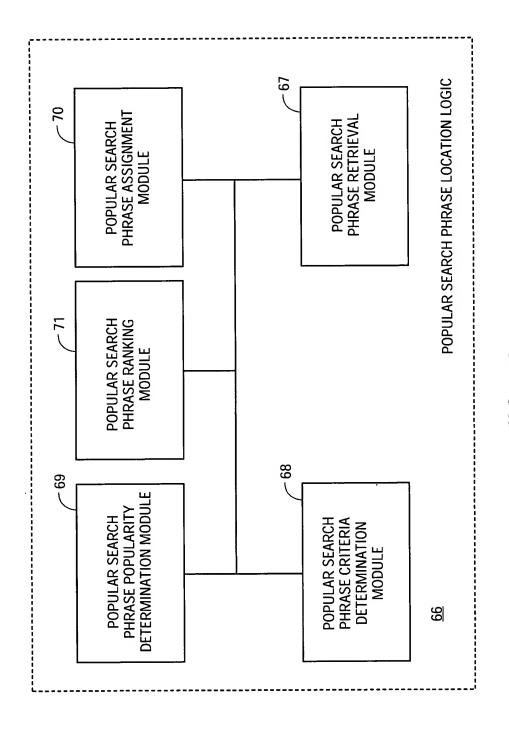
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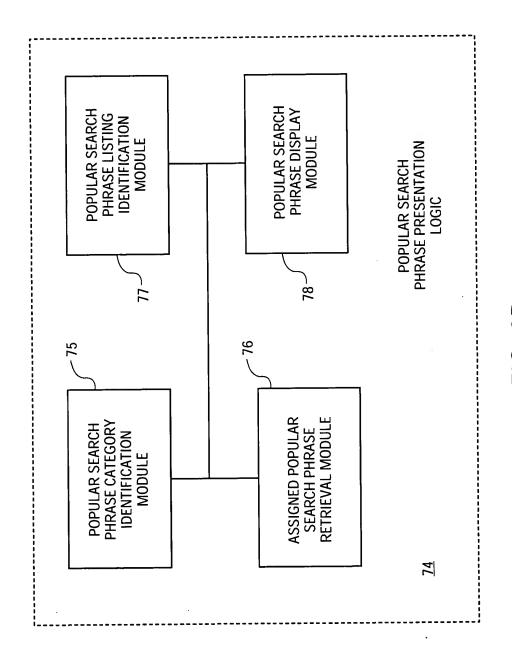
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Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: PRODUCT RECOMMENDATION IN A NETWORK-BASED
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Popular Search Phrase Table

Search_Phrase Date_Of_Entry Time_Of_Entry Site_ID

FIG. 4A

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Popular Search Phrase Ranking Table

Rank Search_Phrase Searches_Attempted Site_ID

FIG. 4B

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			<u>88</u>
90	92	94	96
Rank 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 etc.	Phrases dvd corvette bm longaberger mustang paris camaro playstation 2 dale earnhardt berlin rims paintball cricket barbie harley davidson rolex gucci queen jeep playstation hockey	Number of Searches 282,547 195,588 195,103 188,481 176,513 146,092 131,000 124,257 115,971 112,023 108,329 104,254 102,967 100,828 100,787 99,787 99,787 99,787 99,106 98,681 98,650 98,249 97,638	Site ID 1 1 1 1 1 1 1 1 1 1 1 1 1

FIG. 4C

(408) 947-8200 Blakely, Sokoloff, Taylor & Zafman LLP Title: PRODUCT RECOMMENDATION IN A NETWORK-BASED

COMMERCE SYSTEM

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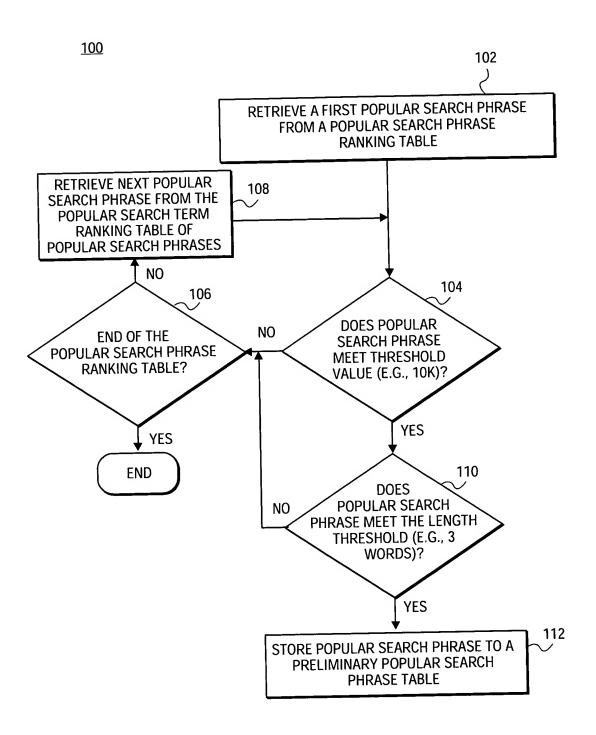


FIG. 5

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Preliminary Popular Search Phrase Table

Search_Phrase

FIG. 6

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Filtered Popular Search Phrase Table

Search_Phrase Category_Assignment Rank_Within_Category

FIG. 7

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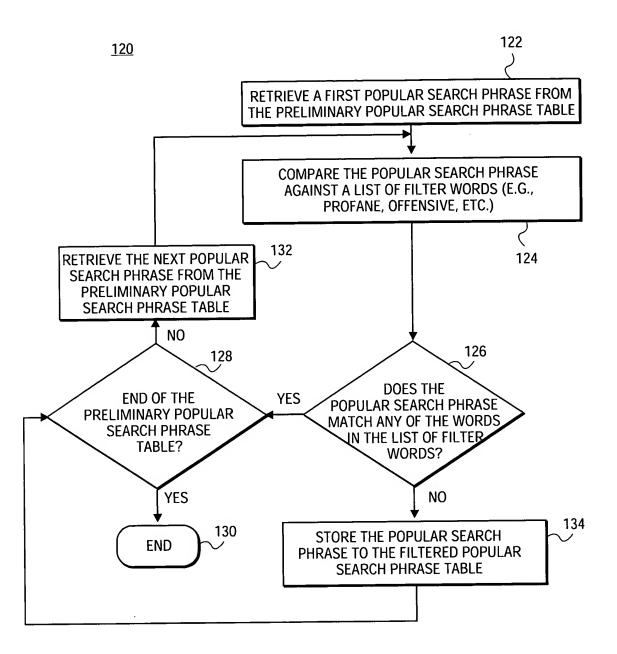


FIG. 8

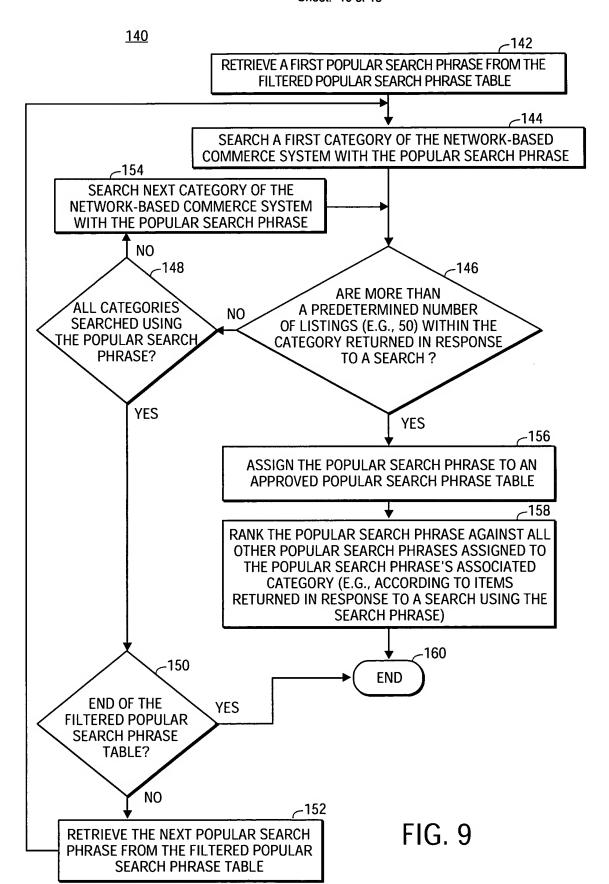
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Approved Popular Search Phrase Table

Search_Phrase Category_Assignment

Rank_Within_Category

FIG. 10

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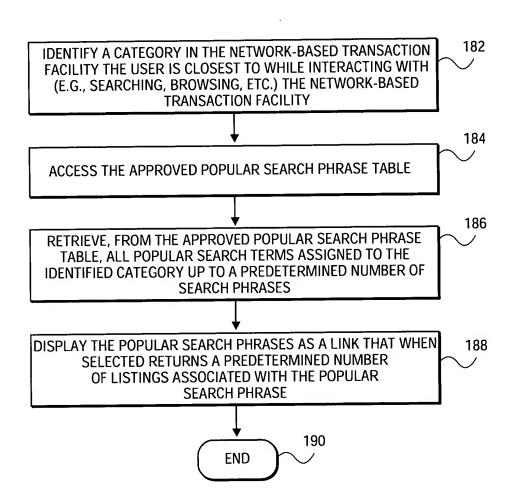


FIG. 11

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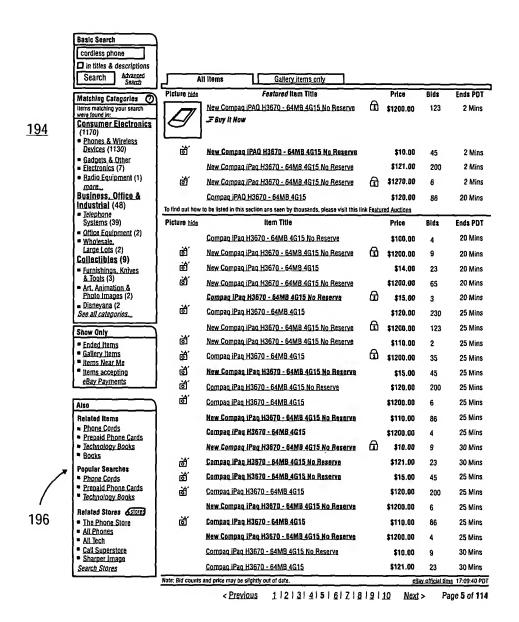


FIG. 12A

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Also

Related Items

- □ Phone Cords
- □ Prepaid Phone Cards
- □ Technology Books
- □ Books

Popular Searches

- □ Phone Cords
- Prepaid Phone Cards
- Technology Books

Related Stores (stores

- □ The Phones Store
- All Phones
- □ All Tech
- Call Superstore
- □ Sharper Image

Search Stores

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FIG. 12B

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